



Data and Privacy File Guides

Other data:

Apple Advertising Services Certification Program

August 2025

File name Apple Advertising Services Certification Program.csv

File description This file contains personal data associated with a user's account on the Apple Ads Certification portal.

Why Apple keeps this information Apple retains this information to provide users with the correct Apple Ads Certification Program experience based on their certification status. This includes validating certified users.

Field Name	Details
Accepts Marketing Email	Whether the user agreed to receive marketing email
Accepts Apple Ads Communications	Whether the user agreed to be contacted by Apple Ads
Apple Account Phone Number	Apple Account when using a phone number instead of email address
Attempted Count	The number of times the user attempted to take the exam
Certificate Download Date	The date and time the user last downloaded their completion certificate
Certificate Key	The unique key for the user's certificate
Certification ID Number	Apple account identifying number
Certification Profile ID	User ID for Certification profile (this is not the user's Apple Account)
Completion Date	The date and time the user completed the course
Country Code	The country code
Country Name	The name of the Country
Course Category	The category of the lessons (e.g., exam, training)
Created By	The user or action that created the training record
Created Date	The date and time the record was created
Deactivation Date	Date and time the user unsubscribed to updates
Email	User's email address
Exam Duration	Duration of time spent (in seconds) in the course
Exam Language	The exam language preferred by the user

Field Name	Details
Exam Name	The name of the exam
Exam Progress Details	Details of the user's exam progress
Exam Status	The status of the exam (e.g., NS=Not Started, I= In Progress, CP = Completed/Passed, CF = Completed/Failed)
Feedback ID	Identifier of the feedback
Feedback Locale	The location of where the feedback originated from
Feedback Submitted Date	The date and time the feedback was submitted by the user
First Name	User's first name
Is Feedback Provided	Whether the user provided certification feedback at the end of the course
Language	User's chosen language
Last Modified	The date and time the record was updated
Last Name	User's last name
Modified By	The user or action that updated the training record
Organization ID	Identifier of the user's organization
Person ID	Identifier for the user represented by IdMS
Phone Acceptance	The date and time the user agreed to the Accepts Apple Ads Communications preference
Phone Number Country Code	Country code for phone number
Phone Number	Phone number provided to be contacted by Apple Ads
Preferred Email	The preferred user email for opting into further communication
Preferred Locale	User's preferred locale
Reminder Count	The number of times the user has been reminded by email
Score	The user's score from the exam or progress percentage of the course
Share Certification Key	Whether the user wants to share their certification
Sign In Date	Date and time on which the Apple Account was used to sign in to the Apple Ads Certification
Status	Whether the user's status is active
Terms Acceptance	The date and time the agreement was accepted by the user
User Country Code	User's country code

Field Name	Details
User Role	The role of the user within the organization
User Type	The user's type (e.g., Online for users taking all training online)